

Toyota Celebrates The Sand, Surf & Safety of San Diego's Beaches

May 26, 2017



San Diego, Calif., May 26, 2017 – Summer beach season in sunny San Diego kicks off this Memorial Day Weekend. Toyota and the City of San Diego celebrated accordingly with the announcement of its continued partnership and unveiling of 35 2017 Toyota vehicles for lifeguard rescue and operations.

The multi-year partnership agreement includes Toyota’s promise to maintain and service the 35 vehicles in the fleet, providing monthly detailing on each vehicle during the peak summer months, and saving the City of San Diego tens of thousands of dollars in maintenance and service fees.

The partnership renews Toyota’s commitment to creating safer communities through supporting safe practices in the water and on the beach. Since 2011, Toyota has served as an integral partner of the lifeguards, supporting the city’s efforts to promote beach safety. In addition to the fleet vehicle donations over the years, Toyota also sponsors the lifeguards’ Water Safety Days program, designed to promote beach safety.

“San Diego’s lifeguards are responsible for the safety of thousands of beachgoers every single day, especially in the summertime,” said Bernie Perri, president, San Diego Toyota Dealers Association. “Toyota is committed to championing these efforts and providing the City of San Diego with the best possible resources to ensure beach

days include sand, surf and safe practices.”

Toyota’s vehicles are off-road capable and extremely durable, built to withstand rough sand and marine environments. The 2017 lineup features a variety of SUVs and pick-up trucks, including Tacoma, Tundra, 4Runner and Sequoia.

The newest addition is the 2017 RAV4 Hybrid, launched for the first time in 2015. This hybrid grade is the most fuel-efficient vehicle the lifeguards have utilized to-date, offering 34 miles to the gallon. The RAV4 also comes equipped with the new standard Toyota Safety Sense package – helping to keep both the lifeguards behind the wheel and the surrounding pedestrians safer than ever.

For more information on the City of San Diego’s lifeguard program and Water Safety Days, presented by Toyota, please visit <http://www.sandiego.gov/lifeguards>.